

THE COHEN COMPANY'S ADVERTISEMENT, HOUSEWARE, CONTINUED ON PAGE 17.

and no price is considered that will not take the merchandise in any and every part of this store. The record of this singular manner of disposing of stock to avoid damage during the rebuilding of this store will go down in the history of price making as the most formidable method ever followed up by any house in all America. Only by these means can we create a ceaseless and most wonderful merchandise outgoing. Loss from cost, loss from consideration of self interest, loss from every means that makes storekeeping proper in the aim and object to be obtained.

THE COHEN COMPANY'S ADVERTISEMENT, HOUSEWARE, CONTINUED ON PAGE 17.

It is your time to save money and ours to spend it, in order to avoid greater loss still. We want the co-operation of every buyer in Richmond Monday, with every willingness to pay amply for the taking away of these many thousands of dollars in goods. During this sale goods are not exchangeable.

ENOUGH EMBROIDERIES TO COMPLETE A CIRCLE AROUND THE WORLD.
and not a corner on all this earth where equal Cohen's at this time. The supply would make you rich if you could use them all.

EMBROIDERIES.
The new Galoon Linen effects. The elephant for the purchase of a fly.

Irish Point Effects, all sorts, costing up to \$2 a yard, for 50c; others cost up to \$1 for 12-1/2c; costing up to 50c, for 12c a yard.
EMBROIDERIES AT 3 CENTS. Wide Swiss or Cambric, Irish Point, wide margins, Swiss Cambric or Nainsook that cost 12-1/2c, all sorts; insertions, and edges.
EMBROIDERIES AT 7 AND 9 CENTS. Yards. Thousands of yards, Swiss Cambric and Nainsook, wide margins, Swiss Cambric or Nainsook that cost 12-1/2c, all sorts; insertions, and edges.
EMBROIDERIES AT 12-1/2 CENTS. The widest, finest Swiss Cambric Embroideries, that cost up to 50c a yard. Thousands of yards of Fine Nainsook and Swiss Insertions at 25c, and up to 50c a yard. That cannot be equalled under double the price.
Cambric Embroideries, wide margins, showy designs, 2c a yard.

Let the Lace interest of all Richmond be alive Monday.

All those stored up. Hundreds of pieces will have to find owners.
The most remarkable Lace event in Cohen's history.
Thousands of yards of Fine French Valenciennes Laces, the always 25c dozen grade, 12-1/2c, value, for 50c a yard.
Wide Fine French Valenciennes Laces, in various designs, always 40c a dozen; these 25c dozen yards, for 50c a yard.
Valenciennes Laces, costing up to 75c a dozen yards, are here at 40c a dozen.
White Valenciennes Laces, costing up to 50c a dozen yards, are here at 25c a dozen.
Black Chantilly Lace Insertions, 3c a yard, instead of 10c.
Black Silk Chantilly Lace Edges, 3c a yard.
Black French Valenciennes Laces, 25c a dozen yards.
Fine Mesh White French Footing, 13c a dozen yards, instead of 25c.
Valenciennes Lace Beading, 1c a yard.
French Valenciennes Insertions, 1c a yard.
Handsome Wide Net-Top Laces, White or Bead, 12-1/2c a yard, instead of 25c.
White and Black Laces, 3c a yard; worth double for 3, 4, and 5c a yard; worth double for 3, 4, and 5c a yard.
Linen Torchon Lace, 1-1/2, 1 and 2c a yard.
Wide Showy Designs Medall Laces for 5 and 7c a yard.
Fine Medall Insertions, new, pretty designs, 5c a yard.

THE BARGAINS IN SILKS

REPRESENT THE QUICK MARCHES

WE MAKE TO CLOSURE STOCKS.

To look back would be to see the double price that they were sold for, and even then the best values in all the town.

Entire stock of Black and Colored All-Silk Girdles, formerly \$1.50 to \$1.80 a yard, for 50c a yard. Every yard of this silk is this season's importations.

Extra fine quality Black Swiss Silk Gauze, strictly pure Black, would be good value at \$1.50 a yard, for 50c a yard.

Black Satin Dressings, always stylish and dainty for 30c a yard, for 15c a yard.

Black and White Silk, the genuine fine line, full 12 inches wide, in all the most tasteful effects, worth 25c a yard, for 12c a yard.

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21 dozen Muslin Skirts, with deep cambric flounce, tucks above, 25c, instead of 50c.
Fine Cambric Short Skirts, trimmed in French Valenciennes lace or frill of embroidery, 40c.
Skirts with extra-wide umbrella flounce of fine embroidery, worth \$1.45, are 75c each.
Skirts that cost \$1 dozen to make are here at 15c each.

DRAWERS.
46 dozen Ladies' Fine Cambric Drawers, frill of embroidery, umbrella, or plain, worth up to 45c, pair, these 25c.
28 dozen Ladies' Muslin Drawers, frill of open embroidery, worth 40c, pair, these 25c.
16 dozen Cambric Drawers, with wide, full frill of fine embroidery or lace, cost 75c, pair usually, these 40c.
Drawers of Fine White Lawn or Cambric, trimmed in Valenciennes lace, 60c, pair, instead of \$1.
Children's Muslin Drawers, with worked buttonholes, felled seams, hem and tucks, 5c, pair.

CHEMISES. skirts, lengths, cambric or lawn, elaborately trimmed, 75c.
Chemise of Cambric or Muslin, yokes of fine embroidery and lace, 45c, instead of 80c.
Chemise of Muslin, trimmed in linen torchon lace, 35c.
CORSET COVERS. AT 25c, the prettiest, latest, most elegant, deep round, square, or half high neck, costing up to \$1.
CORSET COVERS. AT 25c, trimmed in lace or embroidery, square or round neck.

FROM 10:30 TO 11:30 O'CLOCK—
NOT ENOUGH TO LAST LONGER—
Ladies' V-Neck Gowns, yoke of embroidery, insertion, full size, Mother Hubbard yoke back, wide cambric ruffle on neck and sleeves, 50c each.

THE SUCCESSFUL WHITE GOODS OF THE SEASON.

THE ASSEMBLED THOUSANDS.
with price changes that makes your money go three times its distance. It's the enjoyment of the finest for about your own price.

50 pieces Heavy White Linen-Finished Duck Suiting, 12-1/2c, value, for 50c a yard.

Very Sheer Fine White Linen, 40 inches wide, 12-1/2c and 20c, value, for 50c a yard.

40-inch White Linen, the kind you always pay 12-1/2c for, now 7c a yard.

40-inch White Linen, usual 8c grade, for 4-1/2c a yard.

150 yards Very Sheer Bourrette Striped Organdies, cost 25c, always, now 7-1/2c a yard.

Dotted and Striped Dimities, fine, sheer grade, worth 50c a yard, now 35c.

Very Sheer, Fine White Organdies, usual 25c grade, for 50c a yard.

Book-Fold, Plain White Linen, very sheer, 8c grade, for 5-1/2c a yard.

Checked and Striped Dimities, 12-1/2 and 16c, ones, for 5-1/2c a yard.

Plain White Sheer Linen, cost 6-1/2c a yard, always, these 5c.

Very Sheer, Fine Plaid and Checked Persian Lawns, 12-1/2c a yard, instead of 25c.

16-1/2c Sheer White Batiste Organdies, for 8-1/2c a yard.

2-yard-wide White French Organdies for 12-1/2c a yard.

Sheer White Seed-Dotted Swiss, 12-1/2c a yard.

10 pieces Soft-Finished English Nainsook, in boxes, 12-1/2c a yard, for 11c.

White Figured Marcellines, 12-1/2c a yard, for 5c a yard.

English Long Cloth, the 12-1/2c grade, here instead of 25c.

20 pieces English Long Cloth, the 9c grade, for 50c a piece.

10-1/2c Plaid Wrapper, 4-1/2c a yard, for 2-1/2c a yard.

FROM 9:30 TO 10 O'CLOCK—
Will be sold at 10c a yard.

40-inch-wide Lace - Bordered Apron Lawns, worth 12-1/2c a yard, at this sale 4-1/2c.

SALE OF BEDSPREADS.
10-1/2 White Marcellines Spreads, extra-heavy goods, \$1.50 value, here 75c.

10-1/2 White Crochet Spreads, Marcellines, hemmed, ready for use, usual 90c, here 45c.

22-1/2c Real Marcellines Spreads, extra-large double-bed size, handsome designs, overcast ends, 12-1/2c.

10-1/2 White Crochet Spreads, 10-1/2c a yard, hemmed ends, Marcellines designs, 20c.

COHEN'S LINENS
always direct from the makers across the ocean. We usually sell them cheaper than most houses, and now our own wild way of making them go.

Linen Huck Towels, heavy, large-size ones, hemmed, for 10c.

110 dozen Linen Damask Towels, tied fringe, worth 25c, here 15c.

78 dozen Linen Huck Towels, large size, hemmed, 12-1/2c, each.

The usual 12-1/2c Linen Huck Towels are 7c each.

10 dozen Bleached Moline Towels, the best 60c dozen ones, are here at 30c each.

Five Satin Damask Fringed Doylies, 12c each, 48c dozen.

Pure White All-Linen Damask Doylies, 30c dozen, instead of 60c.

Extra-Large Size Colored Handkerchiefs, 12c each, worth 21c dozen.

Fancy Plaid Pillow Cases, 20 inches wide, 73-1/2c a yard.

Cheeked Linen Glass Towelling, 10c a yard, for 5c a yard.

Linen Huck Towelling, pure White, extra wide, 10c a yard, instead of 16c.

10-1/2c Sheer, heavy round-thread, 12-1/2c a yard, for 8c a yard.

Turkish Bath Towels, good sizes, 3c each.

Pure Linen Hemstitched Sheets, extra-large size, 18c each.

3-4 size Linen Damask Dinner Napkins, full bleached, 12c dozen, cannot be equalled under 12-1/2c.

6-8 size Linen Damask Dinner Napkins, 50c dozen.

10 dozen Turkish Bath Towels, 5c dozen ones, for 10c each.

\$2.50 Dinner Napkins, 3-4 size, Irish manufacture, 12-1/2c dozen, cannot be equalled under 12-1/2c.

11 pieces German Linen Damask, 68 inches wide, extra heavy grade, that sells always at 60c a yard, this sale's price 40c a yard.

2-yard-wide Full-Bleached, All-Linen Satin Damask, 31 grade, now 67-1/2c a yard.

The usual best 20c Linen Damask, now 15c a yard.

FROM 10:30 TO 11:30 O'CLOCK—
Will be sold real Turkish Bath Towels, Heavy Double-Warp Size, 24x18 inches, the usual \$1.50 dozen ones, for 50c each.

GATHERED ELEGANCE - DRESSES, SKIRTS, AND OTHER MADE GARMENTS
landed here to have sold for double and more. Most perfect in styles and in everything but the present prices.

63 Ladies' Suits of Linen Crash and Duck, made in the latest fashion, Eton, Blazer, or Reefer effects, have been priced up to \$1.50, to be sold for 75c.

Stylish White Gown Suits, newest cut, full skirt, for \$2.75.

1 lot Duck Suits, new, fresh patterns, 1c a yard.

Tailor-Made Cloth Suits at \$2.50, from \$2.50.

\$12.50 Tailor-Made Suits for \$5.

\$15 Tailor-Made Suits at \$6.75.
Bicycle Suits, complete, for 45c; others up to \$15.

SEPARATE SKIRTS.
Washable, Wearable Skirts of Fine Linen Crash, full width, 5-inch hem, inexpensively priced at \$1.25.

Skirts of Heavy Russian Crash, 4 yards wide, 5-inch hem, the elsewhere \$1.50 ones, here for 75c.

White Duck Skirts, full, liberal width, stitched seams, cost 60c to make, on sale here for 35c.

Skirts of Linen Crash, full width, wide hems, for 25c each.

Black Brocade Silk Skirts, full flare, plaited fan back, cannot buy material for less than \$7; our price \$3.50.

Black Mohair Skirts, goods \$1.50 value, for 75c.

Bicycle Skirts at 35c.
Cheviot Bicycle Skirts at \$1.50; others up to \$10.

LADIES' WRAPPERS.
AT 25c. Good Quality Lawn Wrappers, full skirt, tight back, loose front, turnover collars.

AT 75c. Irish Lawn Wrappers, pretty designs, full skirt, loose back, ruffles over shoulder, finished with braid.

\$1.15, for the Dainty Negligee Gowns of Fine Lawn, trimmed with Swiss embroidery.

Negligee Dressing Jacket of White and Colored Irish Lawn, for 50c each.

Ladies' Pique Vests, all sizes, for 25c each.

SILK WAISTS.
Black India Silk Waist, full blouse front, lined, for \$2.50.

\$3.50 Fancy Taffeta Silk Waists, now \$3.50.

\$5 for all the \$3.50 ones in Black and Colored.

At \$3.88, Tucked-All-Over Blouse Waist of Black and Colored India Silk, lined, full blouse front.

CHILDREN'S PIQUE REEFERS AND SHORT COATS.
All the White Pique Reefers, ages from 1 to 4 years, that have been up to 25c, are now 15c each.

\$2.50 for the Stylish Short Pique Coats, trimmed with handsome embroidery, large pointed collars.

Infants' Long Coats at 75c; others up to \$1.50.

SALE OF CARPETS.
Whoever has a chance to place their orders for Carpets now, instead of this fall, has the chance to save one half of their money. NOT A SINGLE PRICE IN ACCORDANCE WITH THE COST.

Not a price that indicates the least similarity to any price ever given in all the town. We place them on your floor when wanted, but they must be paid for within thirty days from date of purchase.

RUGS AND DRUGGETS
of every description, all the most beautiful designs and newest colorings.

Your choice of any of the new Moquette Carpets, borders to match, in light and dark effects, at 50c a yard; real value 80c.

Your choice of any of the New Wilton Carpets for rooms, halls, and stairs.

Very Sheer, Fine Plaid and Checked Persian Lawns, 12-1/2c a yard, instead of 25c.

16-1/2c Sheer White Batiste Organdies, for 8-1/2c a yard.

2-yard-wide White French Organdies for 12-1/2c a yard.

Sheer White Seed-Dotted Swiss, 12-1/2c a yard.

10 pieces Soft-Finished English Nainsook, in boxes, 12-1/2c a yard, for 11c.

White Figured Marcellines, 12-1/2c a yard, for 5c a yard.

English Long Cloth, the 12-1/2c grade, here instead of 25c.

20 pieces English Long Cloth, the 9c grade, for 50c a piece.

10-1/2c Plaid Wrapper, 4-1/2c a yard, for 2-1/2c a yard.

FROM 9:30 TO 10 O'CLOCK—
Will be sold at 10c a yard.

40-inch-wide Lace - Bordered Apron Lawns, worth 12-1/2c a yard, at this sale 4-1/2c.

What was never done before in all America.

FINEST FRENCH ORGANDIES.
The 25c and 35c ones. The Silk-Striped, Sheer, Scotch Organdies. The entire new and perfectly fresh stock to be sold for 12-1/2c a yard.

Fancy Dimities, in newest and prettiest styles, the 15c grade to be 6-1/2c a yard.

400 yards of the finest and latest designs of 4-1/2 Sea Island Percalés, always 12-1/2c, for 7-1/2c.

Real French Dimities, in neat, natty designs, and solid colors, cost 15c to import, for 9-1/2c.

Shadow-Effect Organdies, Imported Lappet, Muslin, and Swiss, Battist, in bright, new printings, cost from 12-1/2 to 15c to make; your choice, 5-1/2c.

Scotch Dimities and French Organdies, in pretty floral designs, 12-1/2 and 15-1/2c, quality, for 4-1/2c.

Brilliant Plaid Ducking, for ladies' and children's wear, 3-1/2c, instead of 5c.

25c Basket-Weave Marcellines, in all colors, for 12-1/2c.

Lace-Stripes, Polka-Dot, Fancy Plaid, Double-Figured Organdies, cost from 12-1/2 to 25c, for 4-1/2c.

Light Shirting Prints, in new designs, 5c, quality, for 2-1/2c.

4-1/2 French Percalés, in pretty new patterns, 12-1/2c, quality, for 3-1/2c.

6-1/2c Apron Ginghams, in all size checks and colors, for 2-1/2c.

4-1/2 Bleached Cotton, 6-1/2c grade, full pieces, for 3-1/2c.

10-1/2 Bleached Sheetings, full pieces and branded, for 12-1/2c.

4-1/2 Lonsdale Cambric, every piece branded, 7-1/2c.

12-1/2c Linen-Colored Crash, for bicycle and outing costumes, 3-1/2c.

Hemstitched Bolster-Cases, full size, for 25c.

Extra Large Size Pillow-Cases, hemstitched, for 13-1/2c.

Plain Hemmed Sheets, extra heavy cotton, for 25-1/2c; others for 33, 34, and 35c.

Plain Hemmed Pillow-Cases, full size, for 13-1/2c; others at 14, 15, 16, and 18c.

FROM 9:45 TO 10 O'CLOCK—
10-1/2c Bleached Sheetings, every piece branded, 7-1/2c.

FROM 10:30 TO 11 O'CLOCK—
Swiss Battist, in bright, new designs, for 12-1/2c.

FROM 11:30 TO 12 O'CLOCK—
4-1/2 Extra Heavy Unbleached Cotton for 3c a yard.

FROM 12:30 TO 1 O'CLOCK—
10-1/2c Unbleached Sheetings, 15c, quality, for 7-1/2c.

FROM 1:30 TO 2 O'CLOCK—
5c Light Calicoes, all new printings, for 12-1/2c.

THE MILLINERY HAS CHANGED ITS COLOR FLAG.

THE UNLINED UNLOADING PRICE BEGINS.

100 bunches of 25c Rose Follage for 15c; 50c Lilac Follage for 25c; 25c Rose for 12-1/2c; 50c spray; Violets for 25c a bunch.

Three-Trim Manilla Sailors, the \$1.50 for 75c a yard.

Children's Brown and Blue Sailors for 15c.

THE IMPORTED HATS ALL AT COST. TRIMMED ONES FOR HALF AND MORE.

A GREAT LOT OF BABY CAPS—7c.
for the 15c ones; others for 25c, that were 45c and 50c.

MEN'S FURNISHINGS
of the most careful and tasty construction. Every choice thing, with prices much lower than we could buy.

High-grade English Balbriggan Underwear, that sold for \$1.25, is now 75c.

Fine English Balbriggan Underwear, that was \$1 each, for 50c.

Chamois, Balbriggan, French Laces, 12c, for 4c.

Men's White Shirts, reinforced throughout, worth 40c, for 25c each.

Men's White Shirts, with detachable collars, for 25c each.

Men's Muslin Night Robes, nicely finished, for 35c.

Men's Boxed Garters for 5c, all colors.

Men's Celluloid Collars, for 5c; Cuffs, 10c.